

What is claimed is:

1. A rice-derived promoter consisting of the following DNA (a) or (b):

(a) DNA that consists of the nucleotide sequence as shown in SEQ ID

5 NO: 1 or 10; or

(b) DNA that hybridizes under stringent conditions with DNA consisting of a nucleotide sequence that is complementary to the DNA consisting of the nucleotide sequence as shown in SEQ ID NO: 1 or 10 and that expresses stress-inducible promoter activity.

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2. The promoter according to claim 1, wherein the stress is dehydration stress, low temperature stress, or salt stress.

3. A recombinant vector comprising the promoter according to claim 1

15 or 2.

4. The vector according to claim 3, wherein structural genes and/or regulatory genes for enhancing stress tolerance are contained so as to be functional under the control of the promoter according to claim 1 or 2.

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5. The vector according to claim 4, wherein the structural genes and/or regulatory genes for enhancing stress tolerance are selected from the group consisting of the P5CS gene, which is a key enzyme for proline synthesis, the AtGolS3 gene for galactinol synthesis, the *Arabidopsis thaliana*-derived DREB transcription factor gene, the rice-derived OsDREB transcription factor gene, and the NCED gene, which is an enzyme involved in the synthesis of ABA.

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6. The vector according to claim 5, wherein the structural genes and/or regulatory genes for enhancing stress tolerance are the rice-derived OsDREB transcription factor genes.

5 7. A transgenic plant, which is obtained by introducing the vector according to any one of claims 3 to 6 into a host.

8. The transgenic plant according to claim 7, wherein the host is a plant.

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9. The transgenic plant according to claim 8, wherein the host is a monocotyledonous plant.

10. A method for enhancing stress tolerance of a plant by introducing
15 the promoter according to claim 1 or 2 into the plant.